KALLIDUS

How To Leverage
A Mobile Learning
Strategy To Increase
Learner Engagement
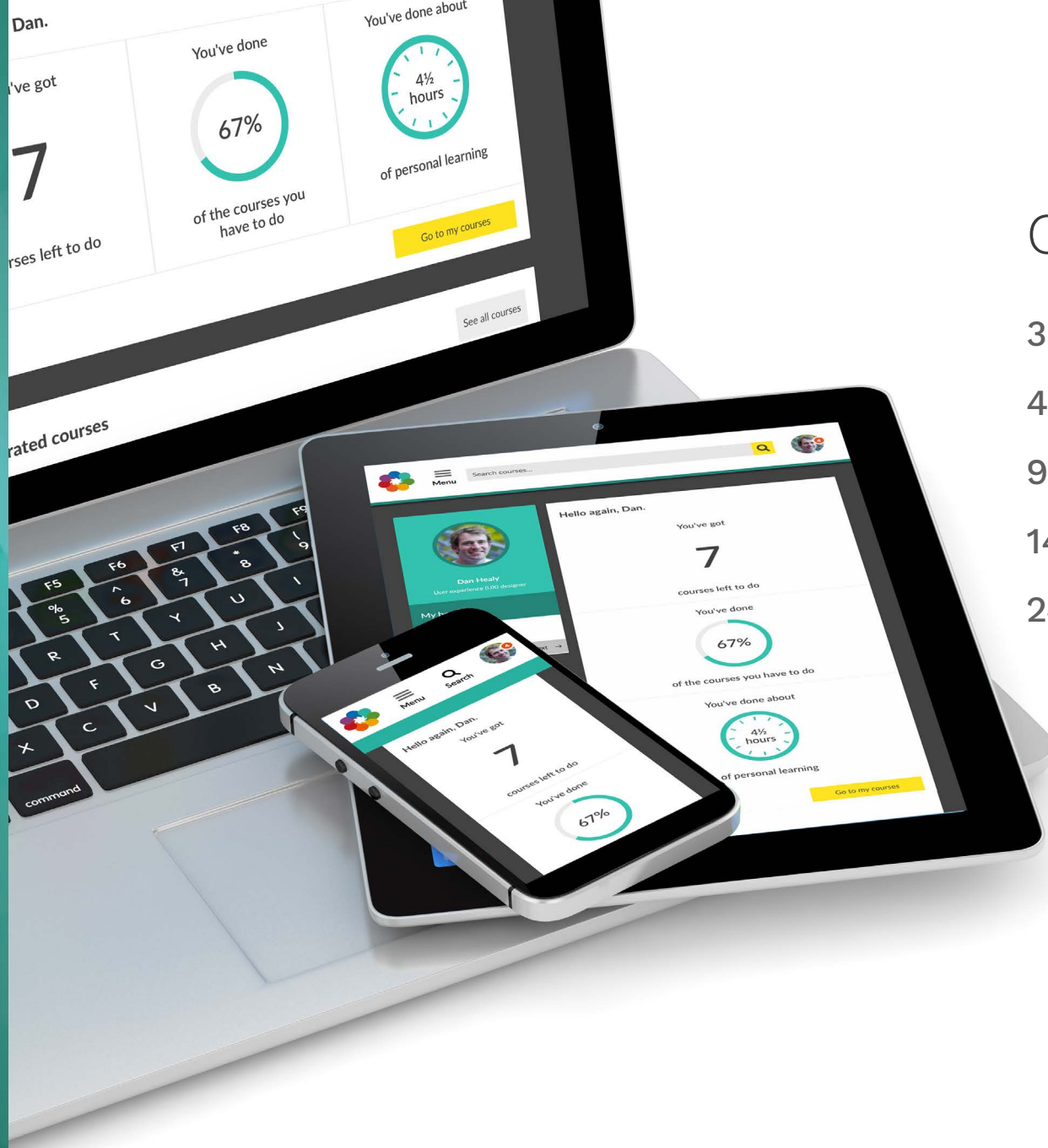
Contents guide

One | First an introduction – who are Kallidus?

Here at Kallidus, we are award-winning providers of learning and talent management solutions. Aiding the recruitment process, modernising learning, and helping organisations reach their full potential at every stage of the employee lifecycle is what we do.

Founded in 2000, we are on a mission to empower individuals and organisations to engage in effective learning and improve performance through our Learn LMS, bespoke content expertise, and our performance management software, Perform.

With loyal customers from a wide range of sectors, including some of the world's largest brands, we help organisations to transform and drive long-term performance success.

Two | Learning engagement in the workplace

Learning engagement is the golden ticket of Learning & Development. The ultimate goal of any learning initiative is to encourage engagement from your workforce as a whole, but what do we mean by learning engagement?

Defining learning engagement

Learning engagement can simply be defined as the level to which employees are getting involved with their workplace training, from completion rates and knowledge retention to your employees' participation in additional, non-compulsory training.

How can learning engagement be measured?

While learning engagement is frequently measured on the basis of completion rates, for a true insight into the effectiveness of your strategy, you need to broaden your view. Here are our top ways to measure learning engagement within your organisation.

Completion rates within your LMS

Although you will need to cast your net wider to get a full picture, completion rates are still the bread and butter of understanding your learning engagement levels. It is worth checking in on these stats regularly on a team-by-team and organisational basis.

Using an LMS with advanced reporting is a fantastic way to manage this level of overview. Particularly when deploying a new learning strategy, for example shifting to mobile-focused learning or a more blended approach, completion rates are your first stop to understanding if and how your employees are engaging with your content. We would recommend reporting on completion rates across your different learning campaigns on a monthly or quarterly basis to gain a stronger understanding of how your learning engagement is progressing.

How many courses your learners choose to take independently

The next step in understanding your organisation's current learning engagement levels is to assess how many additional courses your learners are choosing to take of their own accord. The pursuit of continuous learning in the workplace is on the rise within L&D, and this is perhaps the biggest indicator of how engaged your employees are with this culture.

Also known as self-directed learning, this culture of continuous learning is booming both in and outside of the workplace.

With many modern workers frequenting sites like YouTube to study up on everything from biochemistry to make up tutorials, there is a growing thirst among modern learners, particularly those under 30, to learn as much as possible. With the right learning engagement strategy, this is a culture that can flow over into the workplace.

Leaderboards and league tables

Not only are leaderboards great for keeping up the competitive spirit within your workforce, they are also a really useful and easy-to-use way to measure learning engagement levels.

Available within Kallidus Learn via Management Dashboards, these enable line managers to keep an eye on their teams as well as see who is the most and least engaged with their learning. Covering metrics such as time spent learning and number of courses completed, these enable both a quick overview and easy reporting based on engagement data.

Leaderboards that are visible to the workforce as a whole can also act as a great motivator for learning engagement. While this may be tricky to manage on an individual basis, we've seen customers have great success with team-based league tables (grouped by, for example, departments, locations, and clusters).

Participation in user generated content (UGC)

User generated content (UGC) is an up-and-coming feature within tech-savvy organisations keen to push learner engagement to the next level. You can take a look at Kallidus' definitive guide to boosting learning engagement for an insight into how and why UGC works so effectively, but for now let's look at how this can be used as a way to measure those all-important engagement levels.

Factors such as how many training courses, videos, documents, images, and other forms of learning are posted onto your LMS are a great indicator of how actively engaged your learners are.

If your LMS allows for discussion boards and comments about your eLearning resources, these can also be a great place to look for engagement. It's worth considering which courses or materials are most and least engaged with in this way.

Evaluation forms and learner feedback

While there is a wide range of analytics, data, and metrics that you can look at for insights into learner engagement, one of the clearest ways to measure learning engagement is to simply ask those who are undertaking your courses. Instant feedback, including things such as ratings, are a great way for everyone using your LMS to get a feel for how the course is going down among colleagues.

More valuable insights come from evaluation forms. In Kallidus Learn for example, learners are prompted to provide an evaluation once a piece of eLearning is competed, whether via a form or star rating. The evaluation forms allow your learners to provide more substantial feedback about an individual piece of learning. Although less efficient than observing data trends in your LMS's reporting, reading through (or talking through) learner feedback provides an incredibly valuable insight into engagement that shouldn't be overlooked.

Now we have an understanding of how to measure learning engagement, let's investigate how it can be improved in the workplace.

Top four ways to improve learning engagement

1. Clearly define learning objectives

Learning objectives are a fantastic source of motivation on a number of levels within your organisation. From keeping L&D in line with organisational KPIs to providing learners with a clear definable goal, objective setting is proven to improve engagement levels and boost completion rates of mandatory and non-mandatory training. Modern learners are motivated by development, both in their careers and personally.

This is why we're seeing a spike in self-directed learning and upskilling in their own time – goals, objectives, and the promise of development are vital in keeping employees engaged in their work, their training, and your organisation.
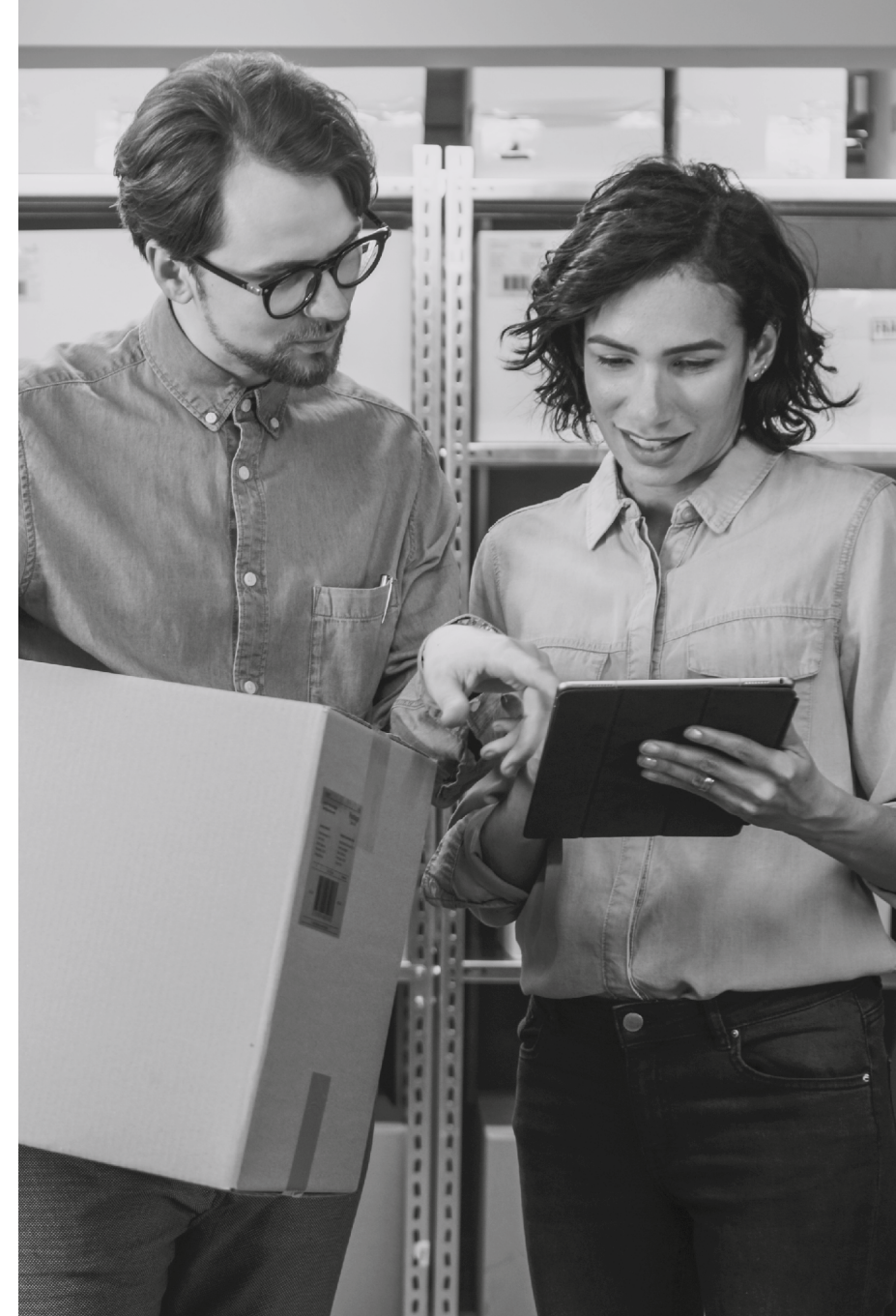
2. Encourage collaboration

Everyone knows the phrase "two heads are better than one". While collecting ideas from a wide range of sources and problem solving in pairs or groups are great ways to get better work done more efficiently, collaboration is also vital for keeping engagement levels up in learning. Not only does it allow your employees to learn from each other and build working relationships based on trust, collaboration in the workplace increases loyalty to an organisation, improves workplace culture, and encourages employees to get actively involved in the learning process.

3. Facilitate user generated content

User generated content (UGC) is a fantastic, modern way to provide a new level of active participation in learning. Studies show that employees who feel their contribution is valued are more likely to progress within an organisation and stay in their employment for longer periods of time. UGC is widely used in the world of marketing as a free resource, and that benefit extends to L&D as well. Get your employees involved in creative projects that can not only help them stay more engaged but help your organisation as a whole – UGC is a win-win. More on that in the next section.

4. Invest in a mobile-friendly LMS

Mobile learning and its numerous benefits have been shown to increase learning engagement levels and completion rates in a wide range of organisations. We'll delve further into the impact of mobile learning on engagement levels a little later, but for now let's focus on the technology needed to make that happen. A mobile-friendly LMS facilitates the flexibility that mobile learning creates. It empowers employees to take control of their own development as well as make the most of the resources you are creating and curating.

Now we've looked at learning engagement, it's time to take a closer look at mobile learning in the workplace.

Three | Mobile learning in the workplace

Mobile learning has been the buzz of L&D for years now, and with smartphone technology now the norm it is flourishing in the workplace. If you're going to introduce mobile learning, there is a wide range of things you need to consider, but first let's begin with the benefits and see what it can bring to your organisation.

Four benefits of mobile learning

1. **Remote, field-based, and flexible working**

As we've already said, flexibility is the key benefit of mobile learning. But with more and more of us working remotely, from home, flexible hours, and in the field, mobile learning provides a seamless and consistent learning experience for everyone. Introducing mobile

learning doesn't mean a mobile-only strategy, but it provides the option in a way that is consistent and reliable for everyone, regardless of when and how they work.

2. **Promote a positive workplace learning culture**

Putting this control back in the hands of your employees builds trust and can improve the learning culture within your organisation. While engagement levels increase, and continuous learning is encouraged, workplace learning can become a vital part of the working experience for everyone involved rather than the mandatory necessity it can often be viewed as.

3. **Blended learning removes limitations**

Introducing mobile learning allows for a more truly blended experience in the workplace. Blended learning initiatives can mean instructor-led training (ILT) and eLearning run parallel with each other, but mobile learning makes it far easier to introduce eLearning (or in this case mLearning) into the classroom or face-to-face environment. Creating a truly direct blended learning experience like this has been shown to increase both engagement levels and information retention.

4. Encourages continuous and
    self-directed learning

As we mentioned previously, using mobile in L&D encourages continuous and self-directed learning. These are both becoming more and more common in the day-to-day lives of employees, especially those under 30 who frequently use Google, YouTube, and other services to teach themselves everything from roasting a chicken to building software. Introducing mobile learning encourages this sort of learning to overlap into the workplace and allows your LMS to become a hub for all things workplace learning.

Now we've explored the main benefits of mobile learning, it's time to have a look at what's on the horizon for 2019 and beyond.

Five mobile learning trends for 2019 and beyond

1. Mobile-first or mobile-responsive LMS

With mobile-responsive websites and apps playing a huge part in our everyday lives, one of the best ways to encourage engagement is to encourage the use of mobiles in learning. In essence, L&D teams need to follow learners towards the platforms and devices they're already using.

This means investing in an LMS that is fully mobile-responsive and designed with a mobile UX (User Experience) in mind.

With increasing numbers of employees working from home, remotely, or based in the field, organisation-wide learning strategies need to focus on flexibility and tailoring the learning experience. Making the flexibility of mobile learning a priority is an important first step.

2. Video-based learning

Across most social media platforms, video is the most viewed type of content. We naturally find it engaging and it's more likely to grab our attention than static images or text alone so it's no wonder that platforms like Instagram are continuously investing more development in video-based content. The same principle extends to workplace learning.

What we have seen from user research and customer feedback is an increasing demand for video-based learning. Video is one of the best ways to learn on-the-go or in the field, where most mobile learning takes place.

A video can convey information from a PDF in a way that is not only more visually engaging (and therefore memorable) but also takes a lot less time to consume.

But producing video can be costly, so it is worth considering which areas of your training are best suited for this type of content. For learning that is likely to need regular updates, for instance, animation may be a more cost-effective, but equally engaging, solution.

3. Knowledge-sharing and user generated content (UGC)

User-generated content is a term typically used in marketing-speak, referring to social media campaigns where 'users' (for example customers of a shop or café, or guests at a hotel) are encouraged to create content (images, videos, posts) that companies can then use in their own marketing. Sounds like a win-win, right? Engaged customers and more marketing materials for these companies at little cost.

This win-win is one of the reasons UGC has made its way over to the L&D world. But here, instead of customers, we have employees. Instead of curating marketing materials, we curate learning materials.

Mobile learning in the workplace

Your employees are your best asset when it comes to Learning and Development. It can be astonishing how much knowledge is held within the heads of employees at any organisation. User-generated content is an opportunity to tap into that wealth of knowledge and develop your employees in a new, engaging way.

The ability to upload and share knowledge from any mobile device anywhere with an internet connection is a fantastic step towards the collaborative learning that is becoming ever more important. Whether this takes the form of an audio clip or 60 seconds of video, the upload to LMS for approval is instant, encouraging further engagement and greater flexibility for your learners.

4. On-demand and point-of-need learning

Smartphones have been in our lives for over a decade now. One of the best things about them is the ability to access anything from Google Maps to takeaway food to online shopping whenever and wherever we need them. Why should learning be any different? We've already considered the importance of flexibility in mobile learning, and on-demand/point-of-need learning is the next step.

This is where the configuration of the LMS and the content it hosts come into play. One of the biggest changes for L&D departments, especially those heavily involved in an LMS implementation, is enabling learners to search for exactly what they need, whenever they need it.

This means an engineer can access technical specifications on the job, a supermarket worker can train themselves on new warehouse equipment, and sales reps can revise selling strategies and customer service skills on the road.

5. Guided and personalised
    learning paths

Personalised learning and suggested content
are proven to keep learners engaged, regardless
of the device they're learning on. You can see
this in action on websites such as Amazon (in
the 'People who bought this also liked' section)
and on YouTube (where the site generates a
customised playlist for you, based on the video
you are watching and what you have previously
watched).

Many modern learners will be familiar with
'falling down the rabbit hole' of YouTube, and
this is largely down to the way it is designed
across all devices. Learning across all devices,
particularly mobile, can make the most of
these pre-existing habits by curating playlists of
content specific to the learner viewing them.

YouTube is becoming an education hub, in and
out of the workplace, so there are many things
L&D departments can learn from the platform
when it comes to developing a mobile learning
strategy.

Now we have a clear understanding of
the importance of mobile learning in the
workplace, it's time to put together an effective
and engaging strategy. But where do you even
start?
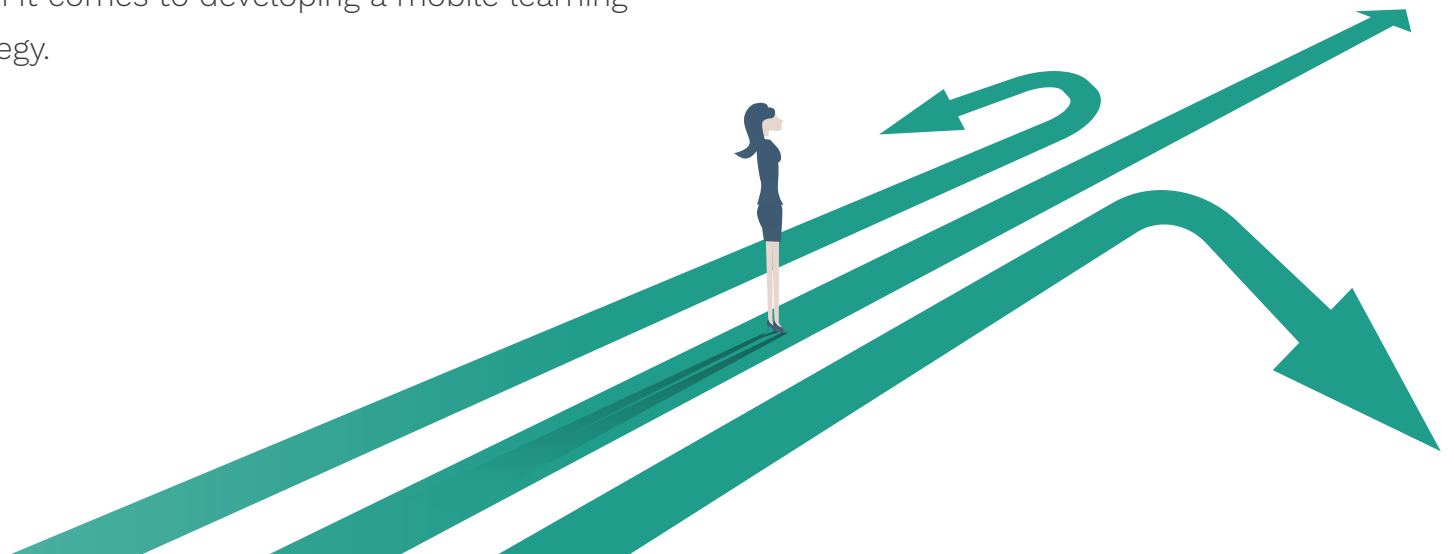
Creating a mobile learning strategy

When developing a mobile learning strategy, it can be easy to get carried away with the shiny new elements of the latest learning technology. However, it is important to remain grounded in organisational aims and the bigger picture. Investing in a mobile learning strategy can mean a big change in the way your organisation manages learning so it's important to go in with your eyes open, fully prepared to present to those who make the final decisions.

Creating this strategy is about so much more than the mobile-responsive design of your current learning. There is a wide range of things to consider in preparation for rolling this out, but first, what needs to be considered when creating a mobile learning strategy destined for success?

Who should be involved?

Instinct may tell you that it's just your Learning and Development team. While L&D may be responsible for the implementation of this strategy, and will certainly be the subject experts in your organisation, it is increasingly important to get feedback from as many people as possible.

Through the use of surveys, training days, team building, or just simple conversations, we would recommend getting the thoughts and opinions of as many of the following as possible:

- Key stakeholders
- Upper management
- HR teams
- A wide sample of your learners
- Line managers
- IT and implementation teams

While it is important to get feedback from as wide a range of people as possible, Learning & Development are ultimately responsible for taking all of this information into consideration and developing a strategy that works for everyone.

| Creating a mobile learning strategy

What are the challenges?

Alongside figuring out who should be involved, you are likely to face a number of challenges when developing and implementing a new learning strategy of any kind, especially one that takes a digital leap forward.

Resistance from learners who don't want to use mobile

It is incredibly important to accept the fact that not everyone in your organisation is going to want to use mobile in their workplace learning. While we live in a world often dominated by mobile devices, not everyone is the same and different people require different approaches. It's important to meet your learners in the middle.

Mobile learning should create flexibility in L&D, so forcing people to work in a way in which they don't feel comfortable won't do any favours for learning engagement levels. Instead, allow mobile learning to be an option to allow more freedom to your employees.

Technical implementation resources

Developing and deploying a mobile learning strategy can require a lot of input from IT and Operations teams. Each organisation manages their L&D implementations differently, with some putting the L&D team at the forefront of managing the technical side of things.

Regardless of your organisation's plan for roll-out, it is important to consider the technical limitations both in terms of hardware resources and the time needed from your IT support teams. This is where the feedback from your IT and implementation teams comes in handy, as it will allow you to plan for potential implementation setbacks or challenges.

Four | Creating a mobile learning strategy

Required admin hours

This challenge may hit home a little more than the others for those working in Learning and Development. Likely to fall on your shoulders, the admin and upkeep of the logistics of this strategy can take up a lot of time. Therefore, when developing your strategy, you need to take stock of how much time will be needed and what your current resource allows for.

For the more technical and admin side of things, it can be worth getting other staff involved in upkeep. In organisations of tens of thousands of people, it's not uncommon for L&D teams to be as small as five people or fewer, so make sure you don't bite off more than you can chew.

Mobile devices and hardware requirements

One of the most important parts of developing a mobile learning strategy is deciding whether Bring Your Own Device (BYOD) learning is right for your organisation. For anyone who isn't sure, BYOD is the practice of getting your learners to embark on their eLearning on their own mobile devices.

Or

decision is cost. Supplying devices can require a larger upfront cost but will lower software update costs in the future and universalise the learning experience; encouraging learners to use their own devices greatly reduces upfront costs but can require more technical and development time down the line when updates are required.

With the challenges accepted, what does a successful mobile learning strategy look like?

Six essential elements of a successful mobile learning strategy

1. Mobile learning objectives

Any strong strategy starts with KPI-based objectives. While individual objectives will come later down the line, for now, we're looking at how these work at an organisational level. Introducing mobile learning into your strategy can create huge shifts in things like workplace learning culture, self-directed learning, and continuous self-development.

Ultimately, in order to measure the level of success of your strategy and prove its worth to the key decision makers in your organisation, you need something to measure. Your key mobile learning objectives are the best way to do this and allow for transparency as well as something clear to aim for.

2. Bring your own device (BYOD) or provided devices?

One of the big questions you will need to ask yourselves before you invest in content or hit the ground running with LMS implementation is whether you want your learners to use their own mobile devices for training. Success has been found on both sides of this debate but there are a number of pros and cons.

For example, BYOD can help you to cut down on hardware costs as your learners will use devices they already own to complete their training. However, in the long run, supplying devices can cut down costs for ongoing development and provide a more consistent learning experience.

Ultimately, you need to figure out if BYOD is the right strategy for your organisation.

3. Microlearning on mobile devices

We can't talk about mobile learning without discussing microlearning. Breaking training down into bite-sized chunks, microlearning is the perfect eLearning solution for mobile. Typically ranging from 1–10 minutes long, each of these modules, lessons, or courses is optimised for mobile devices (as well as modern day attention spans) and can contain any kind of eLearning content.

Proven to increase engagement, with or without mobile devices involved, microlearning allows your learners to tick off more items on their training to-do lists, helping them to stay motivated to learn.

Microlearning comes in many forms, from simulations and videos to animations and quizzes, all wrapped up in small chunks to keep your employees engaged and actively participating in their learning.

4. Consider your field-based and remote workers

One of the biggest benefits of mobile learning is that it allows a consistent and flexible learning experience for all of your employees regardless of their location. One of the big things to consider for those embarking on training on-the-go is that low-data alternatives to your usual training may be required. While microlearning will help this, by ensuring that long pieces of media-rich content are broken up into smaller chunks, there are still some things you can do to ensure a poor internet connection isn't going to get in the way of important training.

Subtitles on videos or transcripts beneath them within your LMS will offer the solution if video content doesn't load or your learners are not in a position to have the volume up. Alternatively, you can look at the data consumption of different types of content; animations, for example, require less bandwidth than high-res video. While the hope will be that your learners (especially if using their own devices) won't have to eat into their mobile data allowance, you need to be prepared for slow WiFi connections as well.

5. Encourage collaboration through channels your learners already use

Collaborative learning is a huge talking point in the world of L&D. With proof of increasing engagement as well as promoting knowledge-sharing, collaborative learning is an effective and cost-free tool hidden within your organisation's arsenal. Your mobile learning strategy is the perfect place to tap into it. Although most of your workplace learning will take place on an LMS, it's not the be-all-and-end-all of a mobile learning strategy.

It shouldn't be a case of if collaborative learning comes into it, but more a case of when and how. In particular, you need to assess which channels to use. Within every organisation there will be group chats on Slack or WhatsApp or Microsoft Teams or Skype about anything from fantasy football to organising dinner parties. Make the most of the platforms your learners are already using to collaborate on – follow the bright spots – and allow your strategy to journey beyond the realms of the LMS.

6. KPIs and measuring success

One of the most important factors of any strategy is how you are going to measure its success. We're not here to tell you the KPIs you should be setting, only that they should cover the needs of your organisation and focus on three things: the input from your L&D team(s), the output from your learners, and the outcome for your organisation.

Think of these as large-scale objectives, measurable with data through the reporting in your LMS. Everything from engagement levels to sales figures can be impacted by a shift in learning strategy. With enough planning and time invested in pulling your strategy together, you'd be amazed at the things that can be achieved on an organisational level from changing how your employees learn.

How LMS reporting impacts strategy

Powerful LMS reporting allows you to easily gather data in a user-friendly and clear way, enabling you to make the most of the vital elements of your learning engagement strategy.

Once you have gathered the data you need on your current learning engagement levels, you can begin work on enhancing your current strategy and deciding on the best types of mobile learning content you should be delivering.

Four reporting metrics to help in creating and monitoring your strategy

Having access to powerful reporting tools is one thing; it's a whole other matter to really understand what it is you should be looking for. So, we've put together a list of the most effective ways to measure learning engagement through the metrics in your LMS's reporting function.

1. Completion rates of required courses

Required courses within your LMS don't have to just mean compliance training. Completion rates of any required courses within your LMS are a great indicator for your learning engagement levels. Especially if you have recently moved to a mobile-led or mobile-integrated strategy, completion rates are the bread and butter of learning engagement levels.

Required courses are the best place to start as they will easily inform you how useful the mobile learning content that you are using actually is to your learners.

The higher your completion rates, the easier the training is to complete and the more engaged your learners are. Mobile learning, combined with the right content delivery, typically leads to increased completion rates (often more than 95%). If this isn't the case for your organisation, it is worth reassessing the content you are delivering on mobile.

2. How many additional courses learners take

Another great indicator of how engaged your employees are with their mobile learning is how many courses they have completed beyond what's required of them. This not only shows a willingness to learn but also that you have a system that is both easy to use and full of engaging content. The additional courses taken by your learners is a fantastic indicator of how useful, engaging, and easy to follow your current mobile learning experience is.

A culture of continuous (or self-directed) learning is highly sought after in Learning & Development and is something that should be nurtured within any organisation.

With more and more modern workers actively seeking to further their own skills outside of the workplace, from free courses on increasing your social media following to guitar lessons on YouTube, it is worth investing in this engagement within the workplace.

3. Length of time spent learning on your LMS

There are a couple of time-focused metrics that can help to assess the value and success of your eLearning. Firstly, it's worth looking at the average length of time your learners are spending on their content within set periods of time. We recommend reporting on this at monthly, quarterly, and yearly intervals for the greatest understanding of how effective your mobile learning really is.

What's also worth measuring is the average time your learners take to complete each of your courses. Typically, mobile learning works best when the content is broken down into bite-sized chunks of microlearning. However, this does not necessarily mean that the content will be easily completed in a matter of minutes. If the content you are using is confusing, difficult to follow, or fails to load properly on mobile devices, the time it takes to complete the courses will be longer, and you should consider revising the content.

4. Leaderboards and league tables

Great ways to not only measure learning engagement but to boost it, leaderboards and league tables help to both monitor and motivate modern learners. Typically displayed in an easy-to-understand way, the metrics used to rank these leaderboards and league tables are also often customisable. Not only does this mean your line managers and L&D teams can easily keep an eye on the progress of their workforce, but they can also keep tabs on the metrics that matter the most.

Leaderboards and league tables, especially those available to your workforce, act as fantastic motivators. Whether you're looking at an organisation-wide league table of participation in a User-Generated Content (UGC) campaign within your LMS ranked by branches/locations or a team-by-team breakdown of completed compliance training, these league tables create healthy competition that can motivate employees to stay more engaged.
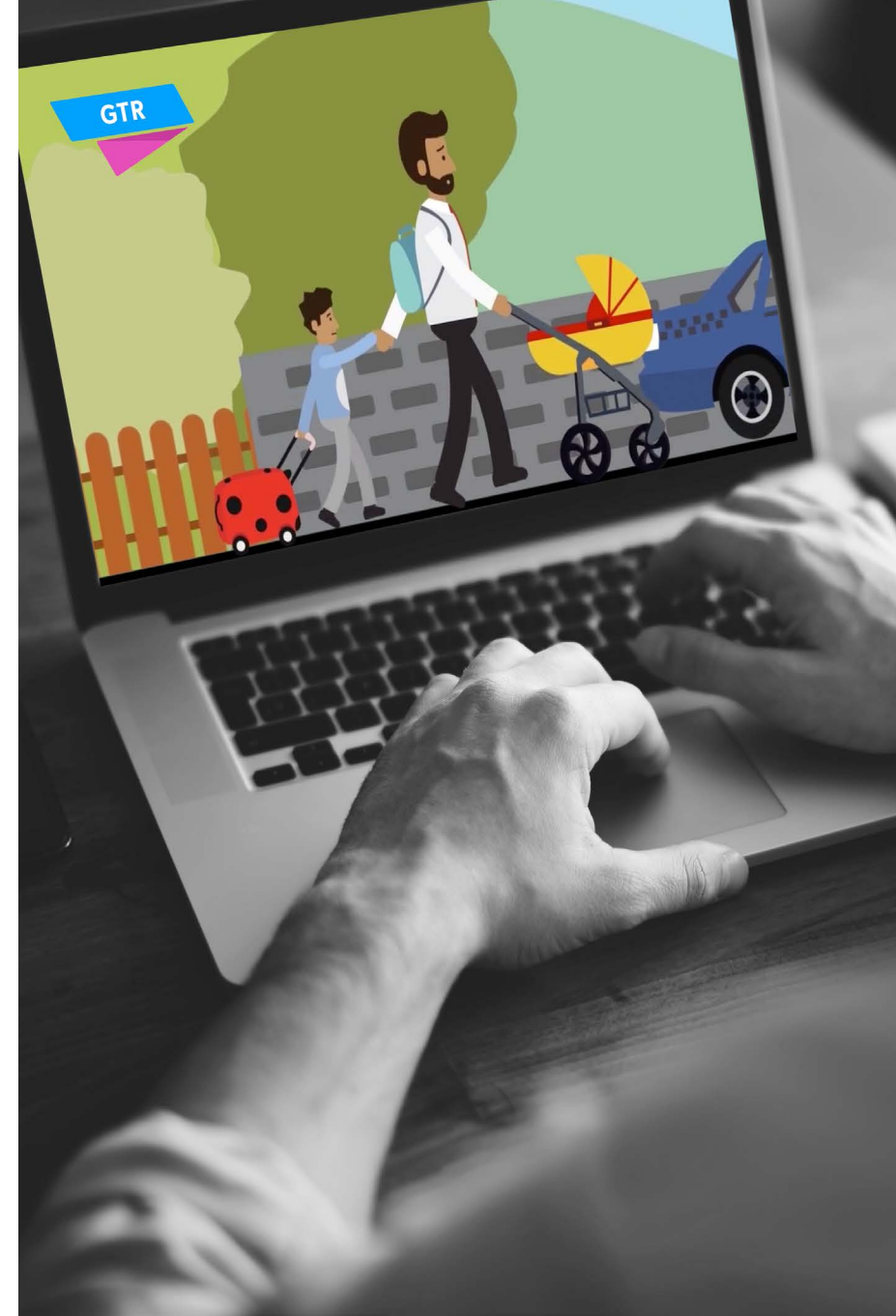
Five | Technology, mobile, and learning engagement

So far, we've looked at learning engagement, introducing mobile learning in the workplace, and how to create a successful mobile learning strategy. Now it's time to bring it all together with a look at how you can introduce and leverage mobile technology to boost learning engagement in the workplace.

Let's start with a closer look at something we've mentioned a few times already in this eBook – how to manage, distribute, and support mobile devices in modern learning.

Bring your own device (BYOD) vs supplied device learning

If you're looking into mobile learning, this is one of the key decisions that will influence your strategy. We mentioned it earlier, but now it's time to take a closer look and really understand what BYOD can bring to learning in your organisation.

Before we go any further, let's look at a definition.

What does BYOD mean?

BYOD: Bring Your Own Device is a term used to describe a flexible learning strategy that not only requires an LMS to be ready for multiple devices (desktop, tablet, mobile, etc.) but actively encourages learners to bring their own mobile devices, laptops etc. into the workplace.
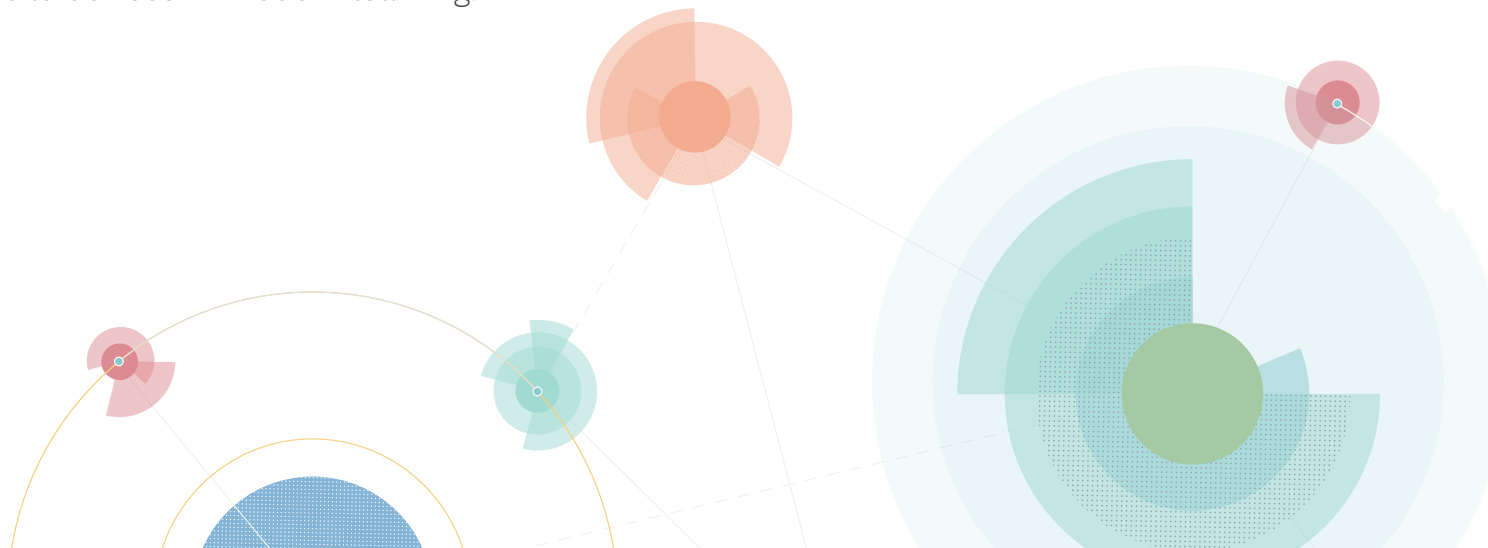
What are the top benefits of BYOD?

There is a wide range of benefits to a BYOD learning strategy, but it is important to consider that it may not work for everyone as every organisation has different needs. Supplied devices, for example, could be a better choice for compliance or mandatory training for field workers.

We've gathered together our favourite things about BYOD learning, so take a look and decide for yourself whether this is the right approach for your organisation and employees.

1. Personalised learning experience

In an increasingly mobile and social-media-focused world, personalised technological experiences are becoming the norm. Introducing BYOD can be a great way to encourage employees to integrate more easily into the workplace learning world.

Using their own devices can improve the learning experience from the word go and reduce the need for additional training to get them up to speed on the hardware used to deliver their learning. Ensuring learning is accessible from any device through a mobile-friendly LMS is a vital step towards delivering the personalised experience learners are coming to expect.

2. Reduced costs and technical maintenance

Not having to pay upfront for the hardware to support mobile learning can significantly reduce the costs to your organisation. While some money will need to be invested in a mobile-friendly LMS like Kallidus Learn to enable BYOD, hardware costs and technical upkeep cease to be in your hands.
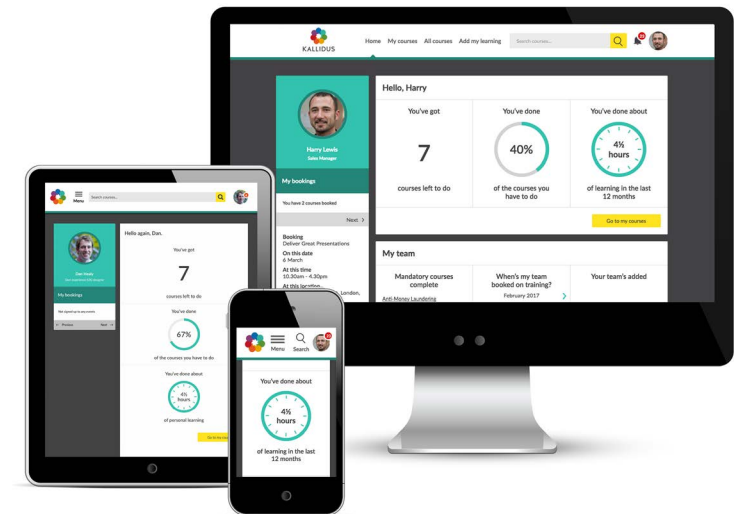
Bring Your Own Device learning can reduce costs in many ways including the following:

■ Decreased admin time for those organising classroom-based training

■ No need to bring field-based workers into one location

■ Lower costs of technology upkeep and maintenance

■ Removing the need for room hire and the associated costs

3. Physical freedom

This one covers a couple of things. Firstly, it makes it easier for blended learning to take place, especially at short notice, without having to organise hardware requirements. It also allows for the physical freedom of ILT outside of a classroom setting or away from the office without any hassle. Secondly it allows training to take place from multiple locations, including virtual classroom situations and connections over apps such as Skype or Google Hangouts.

BYOD learning also allows your employees to use devices they are most comfortable with which allows you to accommodate more easily for a variety of visual or physical impairments, creating a more accessible learning experience.

4. One size does not fit all

BYOD is one of the best ways to accommodate the needs of each of your learners without breaking your L&D budget. Everyone works in different ways, so while ensuring everyone completes the same training on the same machines makes standardised results easier to report on, it may not help you to get the most out of your employees.

Bring Your Own Device learning is a great way to add flexibility on a level that works around your workforce's needs. If someone is more comfortable working on a laptop, or a phone, or a tablet they can.

5. Comfortable workers are productive workers

Adding this flexibility and familiarity to the learning experience creates a more comfortable environment for your employees. Studies show that as morale increases so does productivity, so it is a win-win for everyone involved. With employees working with the technology they are comfortable with, barriers to learning are reduced. L&D and compliance training can be daunting for new starters, so allowing them to work from a familiar device can be a great way to introduce them into the healthy and positive learning culture of your organisation.

Now we've covered the logistics of device management and how workplace learning can be accessed, it's time to assess the systems used to deliver the training itself. Pitching an investment to mobile technology can be tough, so we're here to help you and the decision-makers in your organisation understand the financial benefits of a mobile-friendly LMS.

How can a mobile-friendly LMS impact learning ROI?

More and more organisations worldwide are investing in mobile learning. While some may dismiss it as simply a fad or businesses trying to keep up with the times for the sake of it, there are real tangible benefits to shifting your strategy to mobile.

From technological investment through to culture change in the workplace, there are a number of ways that implementing mobile learning can maximise learning ROI in your organisation, and the first step is to invest in an adaptable mobile-friendly LMS.

Future-proofing your strategy

One of the first benefits of investing in a mobile-friendly LMS is that it provides a level of future-proofing for your learning strategy. Already adapting to mobile phones and tablets, this technology provides far greater flexibility than their non-responsive counterparts.

The technical teams behind a mobile-friendly LMS should be equipped to handle a wider variety of technical conundrums, already prepared to roll out updates for their systems on a wide range of devices. In turn, this preparation on the technical front can mean that in the long term your upkeep costs are reduced which is the first step to maximising learning ROI with a mobile strategy.

Using learning to affect real change in the workplace

Moving to mobile is about much more than just the devices. Mobile learning can have a fantastic impact on the culture within the workplace. For example, when Kallidus worked with JYSK to implement mobile learning, they saw a fantastic shift in workplace morale and an increase in sales by shifting their view of sales processes.

The positivity of mobile learning is infectious, spreading real change throughout organisations. In an employee's working lifecycle, learning and development are often the starting point for many more aspects of working life, including engagement, attitudes, and ongoing behaviours. Therefore, investing in mobile learning can make a real impact on things like sales and customer retention, leading to a greater ROI from learning in the workplace.

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Offering flexibility for your employees

The key to effective mobile learning is offering your employees flexibility. They can learn how they want, where they want, and when they want. The anytime, anywhere philosophy of mobile learning enables your workforce to make workplace learning work for them in ways that simply weren't possible before.

This flexibility typically leads to higher levels of learning engagement, greater use of the LMS, and all in all a greater ROI on learning initiatives.

Making use of reliable reporting in your LMS

Reporting can do an awful lot to shape the value and ROI of learning in the workplace. A mobile-friendly LMS like Kallidus Learn with configurable reporting will allow you to stay on top of the results you need to and stay on track for both your L&D and organisation-wide KPIs. With a mobile-friendly LMS comes mobile-friendly reporting. These also allow your management and L&D teams to keep track of progress on the go, taking away the paperwork, bureaucracy and spreadsheets that can get in the way of valuable insights in older or paper-based systems.

Provide on-the-go and point-of-need training

One of the key ways to improve the ROI of mobile learning is to make the most of the flexibility we mentioned earlier. One of the most vital parts of this is providing point-of-need training for your workforce, regardless of time or location.

For example, an engineer may need a refresh on how to fix a specific model of boiler or a sales rep may want an extra bit of training before going into a big meeting.

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Providing this type of flexibility and a learner-centric approach to workplace education is shown to increase productivity, learning engagement, trust in L&D, and use of the LMS. All in all, providing a fantastic contribution to improving the ROI of mobile learning.

Adapting to the needs and attention spans of modern learners

The natural counterpart to a mobile-friendly LMS is mobile-friendly eLearning content. Microlearning is eLearning content broken down into bite-sized chunks that last typically only a few minutes. Friendly to data usage as well as time constraints of the modern worker, microlearning is a fantastic way to adapt to the needs of modern learners.

Let's take a closer look.

The power of microlearning

Microlearning is one of those terms you will have heard or read somewhere in the sphere of L&D. An especially hot topic in a profession increasingly occupied with mobile devices, microlearning is the perfect content accompaniment to adapting learning technologies. In case you're not 100% sure, let's look at a definition.

What is microlearning?

Microlearning is a form of eLearning that typically takes anywhere from 1–10 minutes to complete. Often in the form of videos and animations, these bite-size chunks (or nuggets) play to the strengths of modern learners as well as providing a wide range of benefits to mobile learning.

In this mile-a-minute world, full of social media, notifications, emails, and a highly stretched workforce, microlearning allows your employees to fit learning into their schedules in small, easy to remember chunks. With higher learning retention and typically less time spent on the training itself, it's a highly efficient way to conduct employee training.

What are the benefits of microlearning?

Now we have a clearer understanding of what microlearning is, it's time to look a little deeper into the benefits it presents to learning engagement, and why it should be a vital component of your mobile learning strategy.

Holding your learners' attention

It's a well-known fact that our attention spans are getting shorter. In the age of instant gratification, mobile apps for everything, and constant distraction, it can be hard to get modern learners to focus for a long period of time. Not only this, but the retention of information decreases dramatically after the first few minutes.

On Facebook, for example, videos are rarely watched past the 1-minute mark and even on YouTube, a platform made entirely for video, this content is rarely viewed for more than 4 minutes. Therefore, when creating eLearning content, in video form or not, it is vital we take notice of the attention spans of modern learners. Microlearning complements the speed of modern learners' lives, attention spans, and competing interactions.

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Improving information retention

While a lot of eLearning, especially compliance, may be mandatory within your organisation, engagement with this information might not be up to scratch. Mandatory training often isn't the most exciting and as we saw above, average internet users switch off after just a few minutes. Completion rates alone are no longer a good indication of how compliant your organisation is or how engaged your learners are with their content.

Breaking down this content into bite-size chunks through microlearning makes it far easier for your learners to retain the information presented to them. Mobile learning naturally promotes flexibility and microlearning allows your workforce to learn and retain information whenever and wherever it suits them.

Increasing learner engagement

Due to the shortened length of the learning content, modern learners are more likely to complete additional courses when presented with microlearning. If someone needs to set aside half an hour or an hour for a single piece or learning, it's likely that they will mentally switch off and just sit there until the necessities are done. With smaller chunks of learning, they are more likely to take the initiative to continue their search for information.

Earlier we mentioned the term 'falling down the rabbit hole'. This quest for information and entertaining content, especially on YouTube, can lead to a whole world of new discoveries. The shorter and more succinct the information or piece of entertainment is, the more likely we are to keep going, engaging with the next item presented to us or searching for more. The same principle applies to microlearning which taps into habits primed by regular use of mobile devices.

Heightening the sense of achievement

No matter what your role is within an organisation (or even in our day-to-day lives), checking items off a to-do list comes with a little spark of achievement. People who break down their to-do lists into smaller chunks are much more likely to finish their tasks, due to the motivation from an increased number of wins or completions. Microlearning works in the same way.

Conducting all training in larger chunks of anything from 30 minutes to several hours is a sure-fire way to demotivate learners, especially if you're asking them to complete training on mobile devices. Even without us realising it, completing an item from a to-do list (whether that's shopping, errands, work tasks, or training) triggers the reward system in our brains. We feel good about what we've achieved and like we're taking a step closer to our goals.

Fitting learning into tight schedules

The modern-day workforce is likely to be working longer hours, taking fewer breaks, and achieving more work in a single day than ever before. Schedules are getting tighter, and L&D need to adjust their training methods to stop engagement levels and completion rates falling. Microlearning, alongside a mobile learning strategy, allows for greater flexibility in your learners' schedules.

Whether an employee has five minutes before a meeting or a few minutes at the end of the working day, these moments are the perfect opportunity to catch up on mandatory training and point-of-need learning. Mobile allows this to happen anytime, anywhere, and microlearning is the perfect complement to these needs.

Allowing for weaker internet and lower battery life

The practical realities of using mobile devices are that they have weaker internet connections and lower battery lives than desktop PCs and laptops. Moving to a mobile-led strategy means that your content must be adapted for the limitations of a mobile.

Microlearning does this by greatly reducing the bandwidth needed for content (also, therefore, reducing loading times which is vital for engagement levels).

Smartphones and tablets are also notorious for their draining batteries, so whether you are supplying these devices or encouraging BYOD learning, it has to be considered that these devices may not be able to sustain longer periods of visual and interactive training.

Better adapted for mobile devices and blended learning

Simply put, microlearning is better adapted for mobile devices than just about any other kind of learning. Microlearning modules can also be incorporated into blended learning strategies without distracting from the main event in-classroom.

Made possible by the use of mobile devices, directly blended learning, by which we mean combining classroom and eLearning within a single training session, is a fantastic way to encourage collaboration and increase engagement.

The size of microlearning is better suited for mobile in ways we've already discussed such as internet usage, attention spans, and battery life, but it also tends to be designed in a way that's more responsive to smaller screens. In short, microlearning is the perfect accompaniment to your mobile learning strategy.

Now we've looked at the technological aspects of mobile learning, from hardware to the content itself, it's time to tie it all together and discover how mobile can help to achieve the golden goal of Learning & Development: increasing learning engagement.

How mobile learning impacts learning engagement

From flexibility to changing the workplace learning culture, implementing mobile learning is fast becoming a goal for organisations of all sizes. However, introducing mobile learning alone is not enough.

This is where both strategy and a solid mobile-friendly LMS come into play. There are many ways you can harness the power of mobile learning through a new strategy and using an LMS that can make the most of these changes should be top of your list. Here are just a few ways a mobile-friendly LMS can take your learning engagement to the next level.

A handheld centre for learning

One of the primary goals for any LMS is to provide a central base for learning in the workplace. Increasing learner engagement, however, is about so much more than completion rates and is so much bigger than compulsory and compliance training. Providing learning on the go on a mobile-friendly LMS allows your workforce to develop a more consistent learning experience anytime, anywhere.

By using a mobile-friendly LMS, stocked with a wide range of content, you can encourage your employees to use your system as the centre for their learning – regardless of how they wish to branch out – in just the same way as they use sites like YouTube and Google for out-of-work learning and self-development.

Encourage collaboration in its natural environment

The age of social media means that much of your workforce will be used to collaborating on a daily basis, whether through comments, curated content, artwork or sharing thoughts online. The use of social media is inherently creative and full of collaboration – two vital components of increasing learning engagement.

Collaborative learning is huge in the world of L&D right now, and it's easy to see why. Putting your learners at the heart of their learning experience is a great way to boost active participation and enthusiasm for training and development.

Ensuring your LMS is mobile-friendly allows you to meet your learners where they already are – sharing and socialising on mobile devices. With the increase in UGC features in modern LMSs, mobile is a great step up the learning engagement ladder.

Allow your employees to learn on their own schedules

Here comes that word again: flexibility. It allows your workforce to fit their learning into their day in a way that suits them. The ability and space to pursue their own learning means an increasing amount to the modern workforce, with career progression and opportunities for development among the top drivers of employee happiness.

By implementing a mobile-friendly LMS, you are simply providing your workforce with more options, not taking more traditional or desktop-based learning away from them.

Just as flexibility with working arrangements is important for employee retention, flexibility with training is important for learning engagement.

Give them what they need to know when they need to know it

Point-of-need and on-demand learning are up there with the best benefits of using a mobile-friendly LMS. Not only can they come with significant benefits for your organisation as a whole (including better-trained workforce, increased morale and decreased spending on training), but they also empower your employees to be more self-driven in their learning.

Mobile-friendly is the only way to truly achieve this flexibility. Whether your workforce is on the road with their phone in their pocket or your employees work in the field with a company-supplied tablet, point-of-need training is proven to increase learning engagement and create a happier, more empowered workforce. Generating a culture of continuous and self-driven learning is a dream for many who work in Learning and Development, but investing in a mobile-friendly LMS as a central part of your ongoing learning strategy is a fantastic way to move this culture in the right direction.

Conclusion

If you're looking to embark on a mobile learning revolution within your organisation, a mobile-friendly LMS should be high on your priority list. It may seem self-explanatory, but implementing this technology can go a long way to boosting your learning engagement.

The average modern worker spends more and more time on their mobile devices, so it's time to follow the bright spots and move to where your employees already are.

This doesn't mean taking over their lives or bombarding them with notifications, simply integrating the learning experience at work with their learning experience in everyday life. Modern workers are often more engaged when they feel they have more control, and mobile learning is a fantastic way to empower them to learn whenever, wherever and however it suits them.
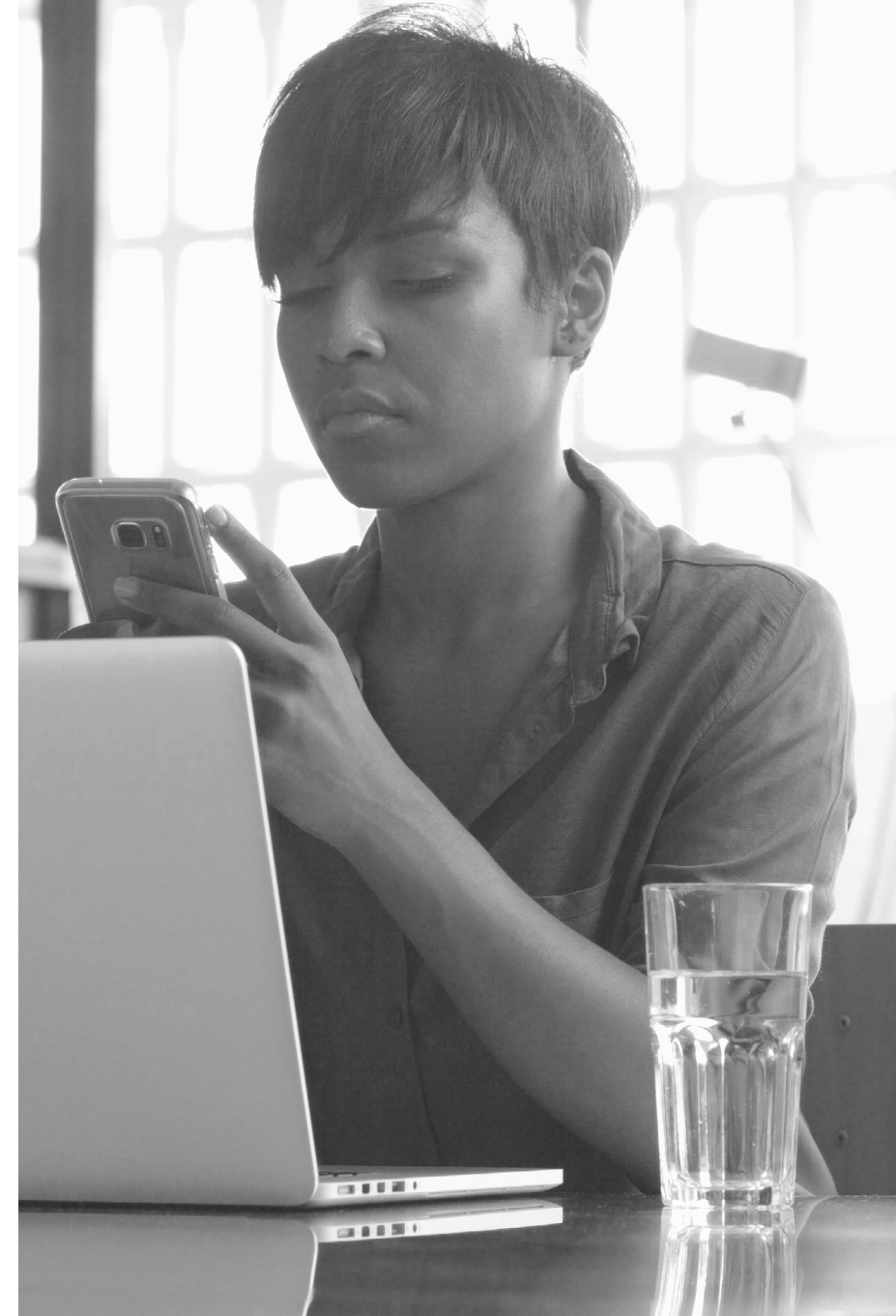
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Speak to one of our experts to discuss how we will will transform your learning strategy for the long-term success of your organisation.

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